



PORTLAND BUREAU OF TRANSPORTATION

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Chloe Eudaly Commissioner **Chris Warner** Director

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| NW Parking Stakeholder Advisory Committee (SAC) Transportation Demand Management (TDM) Subcommittee | Virtual meeting Zoom Portland, OR March 9, 2021 11:00 a.m. - 12:00 p.m. |
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Transportation Demand Management (TDM) Subcommittee Notes

Members in Attendance

Rick Michaelson (At-Large)
Jeanne Harrison (Northwest District Association, NWDA)
Alex Zimmerman (At-Large)

PBOT Staff

Rae-Leigh Stark, Northwest Parking District Liaison
Zena Rockowitz, Parking Program Specialist

Public in Attendance

Sophia Semensky

Update on Transportation Wallet

Rae-Leigh gives update on the 2021 Transportation Wallet (Wallet), which launched in February. 70 have been distributed. 19 of them were Golden Wallet, for those living on low incomes. 16 are New Mover Wallets. There were 15 opt-outs. This year will be first year doing the Frontline Worker Wallet. Working on outreach with the Business Association to get mass email out. This was a response to the pandemic. Rick wants to convert this into low income worker opportunity because people will get vaccinated and then this Wallet won't be as applicable.

Rick clarifies these are Wallets issued in 2021, for use in 2021 and only good for one year. Not based on calendar year but based on date of issuance. The Wallet does run on the calendar year and the SAC runs on a fiscal year. Rick wants this to be clearer.



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Alex says that they had extra budget leftover and may want to change the campaign starting with the new fiscal year in July. Maybe they want a certain amount of a reserve in the budget to continue to respond and have a cushion. Rae-Leigh says they are requesting from the full Northwest Stakeholder Advisory Committee (SAC) in March to allocate \$11,000 to initiate the App with Rideshark but didn't have a specific line item for that, so thinks it's a good idea when they are setting up next budget to have a cushion for incentives and have more flexibility.

Rick wants to do a survey of Wallet holders in June. Goal is change people's behavior, maybe there is a way to target to those who have never had a Wallet before. Alex says she would help with survey questions and look more at the incentives.

Rae-Leigh says they issued 558 Wallets last year and have most of their email addresses. Alex would like to do outreach in person when it's safe to do so. Could look at something like the give-away opportunities in her building.

Spring Quarterly Campaign

Rae-Leigh explains that by April the Flanders crossing is opening up. Thinking the quarterly campaign can be focused on that and encourage people to go by walk or bike. Some ideas are to have signs throughout the greenway with a QR code to get a \$1 off BIKETOWN or send a text to get \$1 off coffee. Alex wants to do something like the Go By Greenways scavenger hunt. Suggests the prize could be a Transportation Wallet. Rae-Leigh says the plan is to work with the staff who do Go By Greenways. Jeanne says it would be good to focus on the international hostel. Alex floats getting points for watching safety videos on scooters. Other ideas are money on HOP cards, walking sticks or bright umbrellas, and bike tune ups.

Alex mentions that the County set June 1 as the target date for people to start returning to work. Metro is doing a back to the workplace campaign and going to use Get There for a lot of that messaging and promotion. Alex says, "if we think about June 1 as that target and the new fiscal year promoting the wallet, maybe there is something to be done at that moment too because people are about to change their commuting behavior." Rae-Leigh responds they could try to get free Wallets out the door before people start going back to work. Rick says could send a Wallet to everyone who has a permit, or a round trip HOP card to get them to try the bus. Alex mentions reaching out to Business Association on this.

Discussion around tapping into Get There Oregon.

2021-2022 Program and Project Ideas

Rae-Leigh says they are prepping for the next budget year. Wants to have an additional TDM meeting next month to solidify ideas. TDM Subcommittee will decide on a budget by May and will go to full SAC later in May to approve. Then will focus on the net meter revenue budget in June.

Rick wants to focus on employee-led programs.

Alex says it would be good to look at central eastside commuter pass, could be better sell for employers. Could survey employer's other interests.

Rick says they will make recommendations on the Wallet by September.

Alex wants to think about a large scale investment like the rebuild of NW 23rd Avenue or other infrastructure in the streetcar area, if zone M were to get extended into the area. Could bargain down the streetcar pass to zero. Because of the investment the SAC has made in the neighborhood, thinks the streetcar portion of it would be free. "Knowing the rolling Street Car contribution is coming up for discussion again, do we want to talk about how we could flex that into an investment that benefits the neighborhood?"

Discussion around getting Streetcar passes in the hands of more people and how to break even on Streetcar.

Rae-Leigh explains that PBOT pays full price for the HOP card and Streetcar (at discounted rate). With BIKETOWN and scooters, they only pay for redemptions.

Alex talks about placemaking urban design. In Lloyd they created a trashcan program in response to visitor heavy areas and not having a lot of garbage cans. Curious about including something like that in placemaking line item. Consider using something similar to the ones they have in Lloyd which are the same in Pearl and Downtown. There is a place to put cans that makes it hard to get into. Can order optional anti graffiti coating. They work with Benson High School and Portland Street Car Alliance. Could have a call for artists, Chapman kids could design. In Lloyd, they use net meter revenue. The City pays to empty the containers.

Discuss Rideshark and subcommittee want more information, will this change people's behaviors, what are the benefits to the neighborhood and transportation demand management goals? Will discuss with Amy.

Alex talks about the Get There platform, trip tracking. There will be more survey options inside Get There. Lloyd uses Surveymonkey with a mix of TriMet questions and their own.

Rick asks about free Wallets for new buildings when they are opening. Alex says property managers change yearly at market rate buildings. There are different promotional opportunities. Discussion that good time to target people is the first time they get a parking permit or when they move.

New Business

None.

Action Items

Rae-Leigh will email details about the commuter pass program, get a detailed memo on Rideshark, information on Transportation Wallet redemptions, what the budget will look like and what they are going to spend, which programs aren't being funded. Will pull together a list of ideas for the spring quarterly campaign.

Meeting Adjourned.